

Message Text

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PAGE 01 STATE 108702

ORIGIN EB-07

INFO OCT-01 EA-09 ISO-00 L-03 FTC-01 /021 R

DRAFTED BY EB/IFD/BP:T A SCHLENKER:BT
APPROVED BY EB/IFD/BP:HARVEY J. WINTER
L/EB:S BENSON (INFO)
EA/J:D SMITH

-----141815Z 002833 /66

R 131804Z MAY 77

FM SECSTATE WASHDC
TO AMEMBASSY TOKYO

UNCLAS STATE 108702

E.O. 11652: N/A

TAGS: ETRD, JA

SUBJECT: ANTITRUST: FEDERAL TRADE COMMISSION (FTC) INVESTIGATION OF DATSON ADVERTISING CLAIMS

1. FEDERAL TRADE COMMISSION (FTC) HAS ADVISED DEPARTMENT THAT IT IS CONDUCTING AN INVESTIGATION OF NISSAN MOTORS CORPORATION IN U.S.A., A SUBSIDIARY OF NISSAN MOTORS CORPORATION OF JAPAN, PURSUANT TO SECTION 5 OF FEDERAL TRADE COMMISSION ACT. PURPOSE OF THE INVESTIGATION IS TO ASCERTAIN WHETHER NISSAN'S CURRENT ADVERTISING CAMPAIGN IS USING DECEPTIVE OR MISLEADING ADVERTISING, PARTICULARLY WITH RESPECT TO FUEL ECONOMY CLAIMS AND RELATED STATEMENTS.

2. FTC STATES THAT THE INSTITUTION OF SUCH AN INVESTIGATION SHOULD NOT BE CONSTRUED AS A DETERMINATION THAT ANY VIOLATIONS HAVE TAKEN PLACE. IT CANNOT BE PREDICTED AT THIS TIME WHAT THE OUTCOME OF THE INVESTIGATION MAY BE OR HOW LONG IT MAY TAKE.

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3. EMBASSY IS REQUESTED TO INFORM SECOND INTERNATIONAL ORGANIZATION SECTION, MINISTRY OF FOREIGN AFFAIRS, OF THE ABOVE ACTION IN ACCORDANCE WITH 1967 OECD RECOMMENDATION OF NOTIFICATION OF RESTRICTIVE BUSINESS PRACTICE ACTIONS AFFECTING INTERESTS OF OTHER MEMBER COUNTRIES. PLEASE REPORT ANY REACTIONS. CHRISTOPHER

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ADVERTISING, INVESTIGATIONS, AUTOMOBILES
Control Number: n/a
Copy: SINGLE
Sent Date: 13-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STATE108702
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Document Unique ID: 00
Drafter: T A SCHLENKER:BT
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Film Number: D770171-0776
Format: TEL
From: STATE
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ISecure: 1
Legacy Key: link1977/newtext/t19770560/aaaabznh.tel
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Litigation Code IDs:
Litigation Codes:
Litigation History:
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Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Previous Classification: n/a
Previous Handling Restrictions: n/a
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Retention: 0
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Review Content Flags:
Review Date: 13-Jan-2005 12:00:00 am
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Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
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SAS ID: 2531855
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